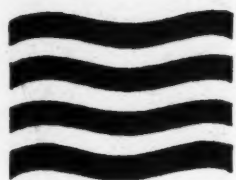


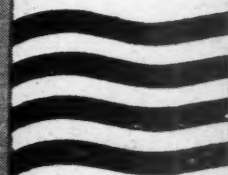
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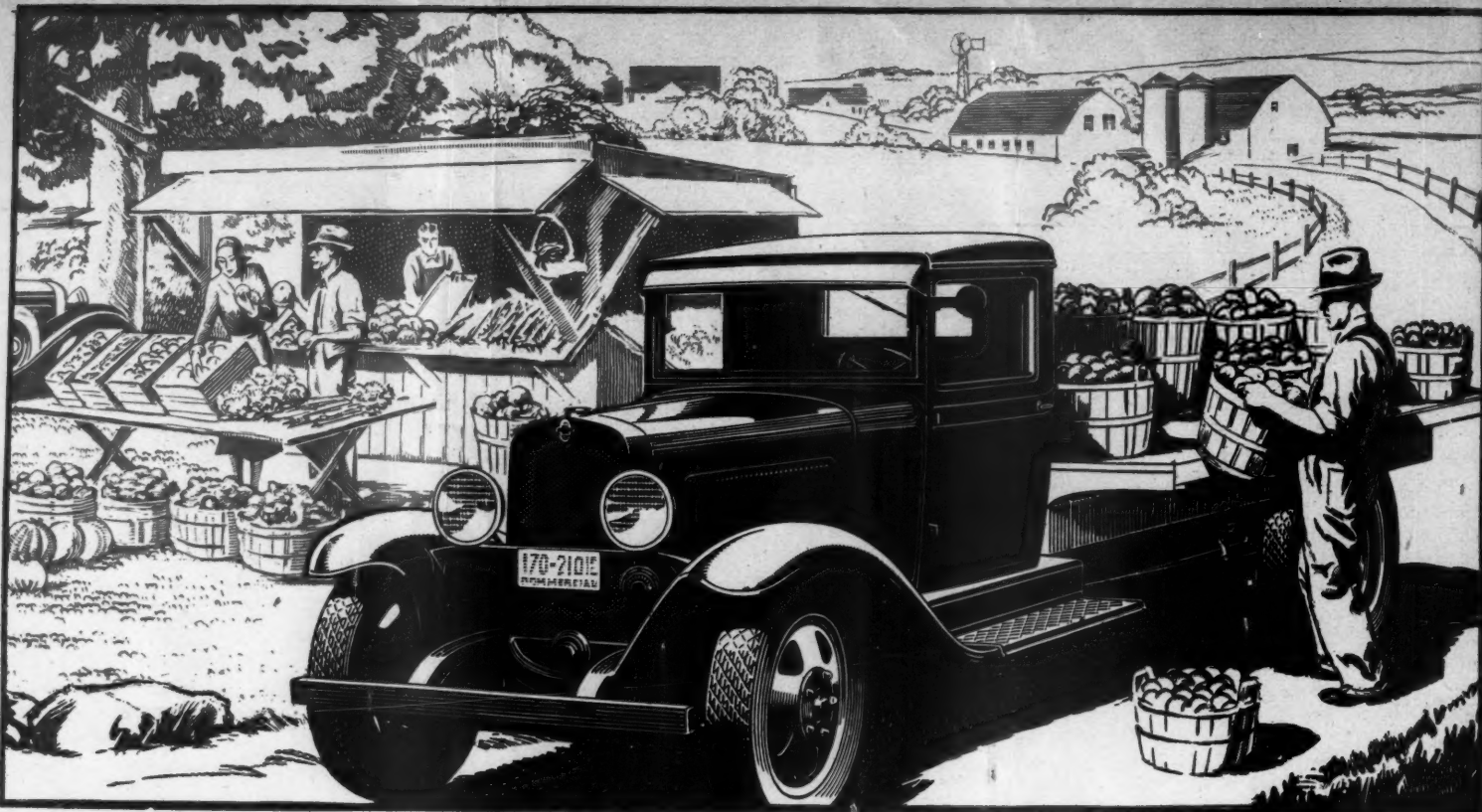
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ICE COLD CIDER SOLVES A SALES PROBLEM
BLACK WALNUT CULTURE
ADVERTISING CAMPAIGN FOR NEW YORK GRAPES
DISPOSING OF THE FRUIT SURPLUS



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1 1/2-Ton 157-inch Cab and platform truck—Dual wheels standard. Price complete with Chevrolet cab and platform \$770. With 131-inch wheelbase \$680. Dual wheels \$25 extra.

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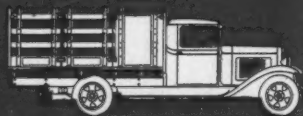
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CHEVROLET SIX CYLINDER TRUCKS

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AMERICAN FRUIT GROWER

VOLUME 51

SEPTEMBER, 1931

NUMBER 9

THE MENACE OF UNDERGRADES

TO THE RELIEF—and it must be confessed, to the amazement as well—of growers, shippers and receivers of fruit, the enormous peach crop east of the Rockies appears to have passed the peak of shipment without disaster and is going into consumption without “breaking the market.”

Prices, it is true, ruled low. Measured by other seasons they were and are, at the time of this writing in late August, disappointingly low. But the market held and prices even advanced slightly during the peach movement.

But one explanation can be given for this anomalous situation—undergrade peaches were seldom seen on the markets. A few were received early in the season, but the returns to the grower were so slight—for the most part unpaid freight bills—that by the time the peach deals got well under way everyone seemed to have learned that undergrades were productive of nothing but loss.

In some areas, notably in Ohio and Indiana, movements of more or less formidable proportions got under way on the part of charitably disposed persons to can the unmerchantable peaches for distribution to the destitute during the coming winter. In this way a menace to the orderly movement of the peach crop was removed, yet to a notable extent the food value of part at least of the undergrades was salvaged, and will prove helpful in alleviating distress this winter.

* * *

An over-abundant apple crop is in sight, and is causing grave misgivings to thoughtful students of fruit movements among growers and shippers. Perhaps a lesson may be found in the history of this season's peach crop.

It is quite certain that undergrade and unclassified apples cannot possibly command a price that will pay freight and handling charges, let alone return any money at all to the shipper—even if sold in bulk cars—except for a relatively limited quantity for the by-product industry.

Therefore any grower who contemplates “cashing in” on any but the recognized

merchantable grades of apples may be certain before starting that he cannot possibly receive pay for the labor involved in hauling to the track and shoveling the apples into the car.

Moreover, if he packages this fruit and

hauls or ships it even a score of miles he is about equally certain either to return with his load unsold or sacrifice most if not all of his investment in packages. If he sacrifices his load he not only takes that loss, but by putting low-grade fruit “in the showcase” on the market, does his bit to depress the value of the merchantable grades of his own and other growers' fruit.

Churches and charitable and relief organizations, especially in the larger cities, can make good use of undergrade fruit, and of vegetables, especially potatoes, in the relief of destitute families. Apples that are turned over to these workers do not come into competition with the commercial crop to any discoverable extent. But apples so disposed of will help maintain life and health among potential customers temporarily out of the market and who will be active customers for apples once they again connect with incomes.

If the undergrades, the unclassified apples are kept off the market entirely it is not too much to expect that the remaining portion of the crops representing the regularly accepted merchantable grades will pass into consumption at prices compatible with prevailing conditions and price levels.

It is suggested that growers study the possibilities of harm to the market latent in the improper disposition of undergrade apples, and that they take steps to keep undergrade and unclassified apples off the market entirely during the 1931-1932 market season.

THE “WONDER TOUR”

IT WAS EXPECTED that the story of the experience of those who took part in the AMERICAN FRUIT GROWER “Wonder Tour” would be received in time for publication in this issue. The story, written by Mr. E. P. Weamer, manager of the Henry Ford Orchards at Dearborn, Mich., was received too late to be set up and have the art-work and engraving done in time for the September number.

This entertaining travel article will appear in the October issue, and will be illustrated with many photographs taken by Mr. Weamer and by other members of the party who took part in this memorable trip.

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for EXTRA value...

IT PAYS to specify the name Kellogg's when purchasing corn flakes.

Here is the world's most popular ready-to-eat cereal. Costing only a few cents a package. Always ready to serve. No trouble or work. Delicious!

Indeed, what other foods offer you so much value? Kellogg's Corn Flakes are delightful for breakfast, for lunch, for children's suppers — and to enjoy as a bedtime snack.

Serve with milk or cream. Add fresh or canned fruits or honey. Extra easy to digest. Crisp and flavorful.

Wise buyers know that there is no substitute for genuine Kellogg's, the original Corn Flakes. Imitations never equal that Kellogg "wonder" flavor!

Look for the red-and-green package at your grocer's. Oven-fresh in the patented waxtite wrapper. Made by Kellogg in Battle Creek.

The world's most popular ready-to-eat cereal — and a real farm product. It takes a whole year's bumper crop from 700 acres of corn to supply just one day's demand for Kellogg's. About 2,500,000 quarts of milk and cream are used daily. And tons of orchard fruits and berries.



Kellogg's CORN FLAKES

APPLE GROWING IN IDAHO

By JACK A. BRISTOL

IDAHO APPLES are pretty generally known in every one of the 48 of these United States, and the fame of Idaho as an apple producer continues apace. Some truly wonderful results have been accomplished in Idaho apple orchards.

An outstanding case of Idaho's apple productivity is found on the 50-acre orchard of John W. Hardin, at Kimberly. His orchard is located about two miles from Twin Falls, and his 1929 business went like this:

He received from Thomas S. Smith & Sons, Chicago, the sum of \$48,678.75 for 53 cars of Grade A apples off his 50 acres. For the 18½ cars of second grade apples from the same orchards he received \$9071.25 from other sources, making a total of \$57,750 for the total shipments of 71½ cars.

Mr. Hardin's total expenses were \$31,863.57, leaving him a net of \$25,-

their owner a matter of \$25,000 for a season's crop.

It is from such orchards as these that Idaho apples move to the country's markets. Production like this is admittedly above the average, but so is the man who operates it. Mr. Hardin devotes his entire time and

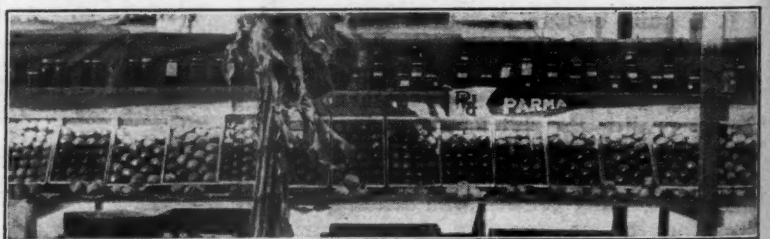


An apple branch loaded with 89 apples, Payette Valley, Idaho.



How Idaho apples are packed for shipment, and two fair "apple knockers" who pack them.

Two exhibits of Idaho apples.



886.43, or a net per acre of \$511.72, which is 51.17 per cent on his valuation of \$1000 per acre.

Freight revenue produced for the Union Pacific Railroad by this orchard amounted to \$32,126.48, an average of \$641.09 per acre. This figure includes freight on one and one-half carloads of empty apple boxes and six and one-half cars of nested baskets shipped in, together with icing charges on 54 refrigerator cars from Idaho to Chicago. This figure is one of the highest on record, as there are not many 50-acre tracts which produce upwards of \$600 per acre in freight revenues and still net

attention to the care of his ground and the trees themselves.

Illinois and Iowa are the biggest consumers of Idaho apples, averaging 20,000 tons and 7000 tons respectively, but all of the other States are also big users of the Idaho apple crop.

Growing apples is one of the oldest industries in Idaho and one which remains in high production. The State is peculiarly favored as to climate, with assurance of a good crop because of the absence of killing spring frosts. In the fall, at the picking season, the nights are cool without freezing and as a result Idaho apples become uniformly colored.

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ICE COLD CIDER SOLVES A SALES PROBLEM

By C. L. BURKHOLDER

APPLES are usually packed out in two grades, number one and number two, or extra fancy and fancy. Few growers, however, have the nerve to put as large a per cent of fruit in the number two pack as rightfully belongs there. If that number two pack brought as much money per bushel as the number one it would be easy to put out a first-grade package that would attract the best of buyers anywhere it was offered for sale.

It seems to me that the manager of the Lilly Orchard north of Indianapolis has solved this problem in a manner that will be of interest to any grower who lives on a State road or near a city of several thousand population. Back in 1920 this orchard had a small hand cider press and sold only a few gallons of cider each year. In 1924 Ernest Fischer, the manager,

Better cider called for better advertising and this was accomplished through the local newspapers and roadside signs. Very soon it was not unusual to sell two or three barrels of cider over the weekend at 50

with additional room for a hundred one-gallon bottles. An acid-resistant pipe line connected all of the barrels with several faucets on the outside of the plant. Next, a neat and attractive bar was constructed (with a brass rail) and a container for sanitary paper cups was installed. All customers were welcome to a cup of cider without cost, and there was always a red apple handy for the children.

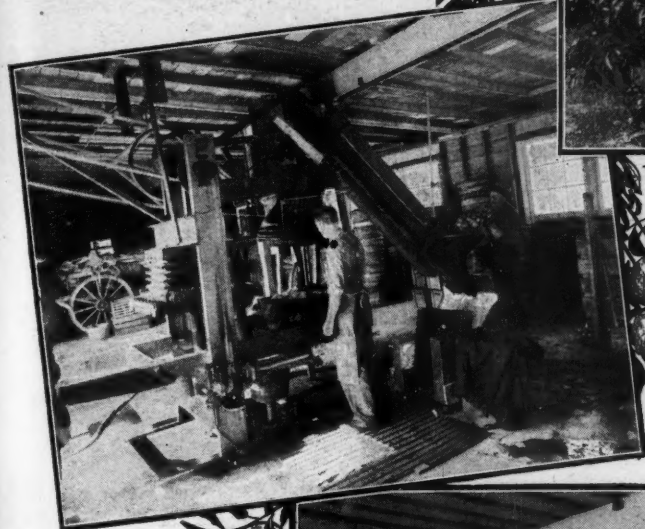
Yes, this new equipment cost a lot of



Ernest Fischer, manager of the Lilly Orchard, goes inspecting.



All fruit is sized in one-fourth inch grades. All small sizes and blemished fruit goes into cider.



Going in at 25 cents a bushel and coming out at \$1.95

decided to buy a small hydraulic cider press. Up to that time hundreds of bushels of excellent number two grade and cider apples had been going to waste every year. In the first place, Mr. Fischer made up his mind to put out a better quality of cider than he had ever made before. This he did by using only clean, firm fruit, free from rot. In addition to these precautions, he was careful to combine varieties such as Jonathan and Grimes with other sorts so as to avoid the flat, tasteless brand of cider offered for sale in so many places. All cider was filtered through three or four layers of cloth so as to remove the heavier particles but not the finer pummy which seems to play a part in giving cider its "old fashioned flavor."

cents a gallon without bottles. It is also worthy of note that the Lilly Orchard is not even on a State highway.

By 1928 the cider trade had increased to the point that the small hydraulic press was sold and a much larger one secured. This time the new press was placed in a separate building and the former room converted into a sales and display room.

In one corner of the sales room was added the next important unit in the development of cider sales. It was a mechanical refrigerator which held five barrels of cider

age of high class, well colored fruit since number two's were bringing \$1.50 per bushel through the cider mill.

But let's go back to the cost of this new press and refrigerating plant. In the first place too much good cider had been going into the vinegar barrels on account of poor sales on rainy days. On the other hand, too many good, profitable sales were being lost because not enough cider could be kept on hand for unexpected rush periods. Help had to be brought in from the orchard to man the cider press when they should have been doing other work. Fischer said, "I felt sure the saving along these lines would more than pay for the im-

[[Please turn to Page 13]]



The cider customer invariably takes home a basket of apples.

An afternoon crowd after their jug of ice cold cider.

BLACK WALNUT CULTURE

By T. J. TALBERT

PART II

THE black walnut may be propagated by planting the nuts soon after harvest in nursery rows laid off about three and one-half to four feet apart and the nuts planted in the row at a distance of about 10 to 14 inches and at a depth of about one and one-half inches. To prevent heaving and pushing the nuts out of the ground as a result of alternate freezing and thawing in the winter, it is advisable to cover the rows with strawy manure or wheat straw, or straw or litter from other crops may be used. The mulch will tend to prevent this heaving or pulling action of the soil during freezing and thawing weather.

The rows in the nursery should be marked or designated by stakes so as to allow for early thorough cultivation before the nut seedlings come through the soil. It is also important that continued thorough and timely cultivation after rains be given the seedlings throughout the spring and summer. At times the plowings should be supplemented by hoeings to keep the seedlings free from grass and weeds in the row.

To procure rapid, strong growth of the seedlings, it is important that the nursery be located on deep, black sandy or silty loam soil which is well drained. Quantities of well rotted barnyard manure from 10 to 15 tons to the acre and judicious amounts of commercial fertilizers in the form of nitrate of soda or sulphate of ammonia, used at the rate of 150 to 250 pounds to the acre, may assist materially in producing satisfactory growth of the young trees.

The only objection to planting the nuts in the nursery row in the fall soon after harvest is usually that of injury by rodents, such as squirrels, rats, etc. Where this damage may be serious, the nuts may be stratified in a shallow flat box. In the box is placed about two or three inches of sand and on this a layer of nuts, then a layer of sand and another layer of nuts. This process is repeated until the box is filled, after which the flat or box may be placed outdoors on the ground on the north side of a building. To prevent damage by rodents, the box may be screened with wire netting, or the box may be placed in a cool, moist cellar and kept until spring time, when the nuts may be planted out in the nursery row as suggested above.

When the trees have grown well for one year in the nursery row they should be of sufficient size for transplanting to the permanent orchard location. Well grown seedlings will range in height from eight to ten inches up to as much as twelve or fourteen inches as a result of one year's growth. In removing the seedlings, it is entirely satisfactory and proper to cut the tap root. If care and judgment are used in transplanting, most of the seedlings should live and do well under good culture. For States having a latitude similar to that of Mis-

souri, transplanting in the late fall or early winter should prove more satisfactory. Early spring planting should also be satisfactory here as well as in regions where spring planting is advised.

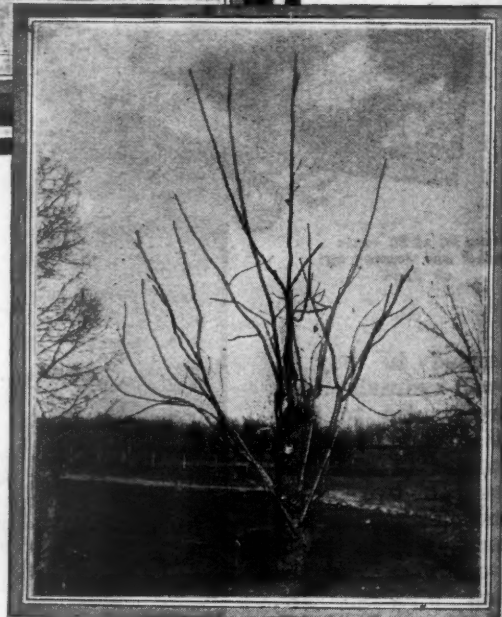
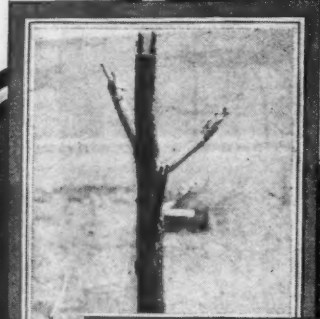
Walnut trees growing along ravines, fence rows, and in rough land which is more or less out of the way and inaccessible may be top-worked by cleft grafting to the named and more desirable kinds of black walnuts. In cleft grafting work performed at the Missouri Agricultural Experiment Station it was found that none of the deciduous trees of the forest or the orchard were as easily or successfully grafted as the black

Right.—Walnut tree showing a long, straight, rather slender trunk. This was caused by close planting and shade.

Left.—Fine old walnut tree growing on the campus of the University of Missouri.

Center.—Method of topworking a seedling walnut tree about 15 years old to a named and profitable bearing variety.

Below.—Topworked seedling black walnut showing the growth of scions in one year. Note the braces or supports nailed to the tree and tied to the scions to prevent breaking out.



walnut. The work was done most profitably early in the spring just about the time growth starts. With reasonable care and fairly good technique, it is not difficult to perform the work of cleft grafting branches ranging in size from one inch to three or four inches or more in diameter. In fact it has not been difficult to graft trunks and branches by the cleft-graft method ranging in diameter from six to ten or twelve inches. The scions should be cut earlier, stored properly and kept dormant.

By such grafting work growers who happen to have seedling walnuts in various locations on the farm can in a few years work them over to more profitable and better sorts as regards to nut production and at the same time injure in no way the value of the walnut timber of the trees. Since the cleft grafting work can be performed so easily, economically and successfully, it would seem that there is no good reason why growers should not be interested in this profitable side-line of production. Through a little study and practice anyone can learn how to do good cleft-grafting work which will be inexpensive and profitable.

As in the care of young apple or peach

orchards, it is important that the young trees for at least the first two or three years be given cultivation and fertilization. Moreover, it is important that livestock be kept away from the trees until they are thoroughly established and of sufficient height and strength as to be out of danger of injury. Once the young walnut orchard is thoroughly established and growing thriftily, grass may be grown beneath the trees and furnish nearly as much pasture as though the trees were not present. This is one strong point in favor of growing



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70 feet at 50 years. In other words, a growth of about two feet a year for 20 years is not unusual. After this age the trees slow down gradually to about a foot of growth a year.

It is estimated that walnut trees from 60 to 70 years of age will produce on the average from 100 to 150 merchantable board feet of lumber. Trees of such an age may also produce an average of all the way from four or five bushels of nuts per tree each year up to as many as 10 to 14 or more bushels per year.

Bearing trees topworked to improved and better kinds will usually bear full crops of nuts in four to five years. The cleft-graft method of topworking has in general given such good results that other methods of topworking have been discarded. Best results are usually obtained from grafting work done just before or just as growth is starting in the spring.

Close or Distant Planting

In the establishment of a black walnut planting, the question naturally arises in reference to the distance of planting the trees. The spacing generally varies all the way from about eight or 10 feet apart up to as many as 40 or 50 or even 60 feet or more apart. The final decision as regards to planting distances may rest upon whether or not the ultimate aim is to produce timber or nuts or a combination of both products. Certainly if timber alone is to be considered in the long-run close planting is likely to be better. If, on the other hand, it is desired to utilize the land for pasture purposes after the trees are of sufficient height and strength, better results should be secured by spacing the trees farther apart. Moreover, with the trees spaced from 40 to 60 feet apart, they should come into profitable bearing earlier and furnish some returns in this way.

The amount of land available or to be utilized for walnut planting will also play a prominent role as regards to distance of planting. It should also be understood that trees planted close together will have longer trunks and be freer from branches although the diameter will not be nearly so great.

Harvesting the Nuts

If the hulls of the nuts are removed while still green, the color of the kernels may be kept from be-

coming dark and the flavor strong. As no machinery has yet been developed for removing the hulls, an ordinary corn sheller is often employed to good effect. Where this is not available, holes somewhat larger than the nuts may be made in a two-inch plank and this used for the hulling process. The walnuts are driven through these holes and the hulls thus removed.

After the hulling has been accomplished the nuts should be placed on a wire screen in layers no larger than two nuts deep for the curing process. If placed indoors, it is advisable to stir the nuts daily. Trays provided with wire screen bottoms may also be used effectively in the curing work.

Varieties

The following varieties are among the most satisfactory for commercial planting: Stabler, Thomas, Miller and Ohio. These varieties have all been tested and grown on a commercial scale for at least a number of years. In quality, all are much above the average seedling walnut and unless the grower has seedling walnuts of equal or more merit available, he will in general do well to plant or topwork seedling trees to the sorts mentioned above. The reason is, as stated elsewhere, that the nuts are much more valuable, bring considerably higher prices on the market than the ordinary seedling nuts, and the timber is in no way impaired.

Should We Plant Walnut Orchards?

On the best agricultural lands of the highest value, the planting of the black walnut is questionable. This is true because greater returns may be had from the growing of vegetable, truck, fruit and grain crops.

For land, however, of less value, that, on account of overflows, odd shape, roughness and for other reasons, is not so well adapted for the growing of horticultural or grain crops it is possible that the black walnut would prove profitable. In this connection it should be understood that the black walnut may not come into profitable bearing until the age of 15 or more years is reached. It is true that trees may often bear quite a few nuts when only six to eight years old. Moreover, the timber value is not likely to be profitable until the trees are from 30 to 40 years of age.

A FINE ROGUE RIVER PEAR CROP

BY DAVID I. DAY

THE ROGUE River Valley in southwestern Oregon, around the city of Medford—a remarkable region for fruit, especially pears.

It is not too much to say that it is one of the real outstanding pear districts of the world. And the crop this summer was seemingly as fine as this writer has observed on rather numerous journeys through that part of the Northwest.

A few of the pear orchards were being picked by the 25th of July. By the first of August, pickers were at work everywhere in the valley. The packing plants of the district started working the first week in August and on August 4 or 5, a shipment was reported on its way to the East. These dates were a little earlier than last year or, it is said, for several years past, due to the warm weather which has persisted along the Pacific Coast.

Only good fruit, size 180 or better, was considered as good enough for shipment this season by the best growers. In fact, in fruit circles, the depression and the big fruit crop

of the country have stressed the value of quality as it was never stressed before. Another thing noticed this summer was the big per cent of local labor hired by the orchardists.

The Bartlett is the popular pear throughout the Medford section of Oregon. By mid-August, it was estimated that the valley canneries had bought about 7500 tons of this variety. The price range was from \$22.50 to \$27.50. At this writing, several growers predicted a climb in price to \$35 and by the time this is in print, the reader will know how correct were these forecasts. One of the early cars of Bartletts was headed for Montreal, Canada, we were told—there to be re-shipped to London.

Fifty-four cars of peaches were shipped from the vicinity of Clarks-ville, Ark., and a lot of fruit went out of this district by truck. As elsewhere in the State, this section had a great crop, both as regards quality and quantity.

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\$500 to \$1000 MORE

THE fact that Auburn has already sold over 16,000 cars MORE, up to date this year than for the *entire* last year, proves that buyers know how to measure values. In your search for the greatest value, here are a few of the questions to ask about cars costing MORE than Auburn:

Has it 127 inch wheelbase?

Has it 98 horsepower Lycoming Straight Eight motor?

Is its motor perfected thru 7 years' experience?

Has it Silent-Constant Mesh Transmission?

Has it automatic chassis lubrication?

Has it twist-proof, X-type frame?

Are the frame side rails 8" deep?

Has it four-wheel Steel-draulic brakes?

Has it four Lovejoy two-way shock absorbers?

Has it no metal-to-metal contact?

Has it roller bearing, cam and lever steering?

Has it steel running boards covered with vulcanized rubber?

Has it sloping windshield?

Has it adjustable front seats?

Has it ribbed steel cowl dash?

Is the entire body front all steel?

Is the body fully insulated?

Has it underslung front springs?

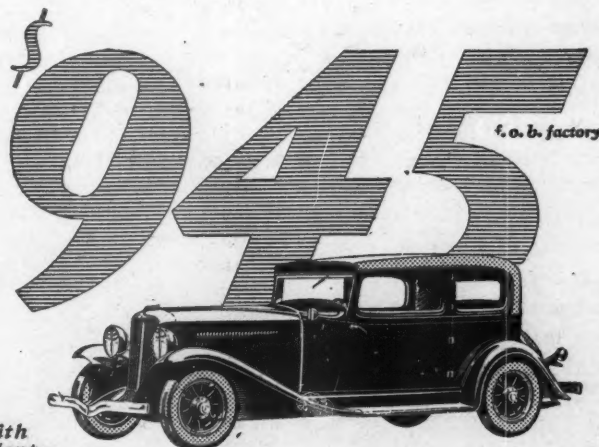
Has it "feather-touch" door handles?

Has it steering wheel adjustable to 3 positions?

Has it doors 42 inches wide?

Has it rear seat 48 inches wide? Does it handle as easily, hold road as steadily and perform as efficiently?

Come—compare—this new Auburn. If it does not sell itself you will not be asked to buy. But you will be invited to drive it



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Silent-
Constant
Mesh

The 5-Passenger 2-door Brougham
127" Wheelbase

L. G. S. Free Wheeling in all Custom Models \$1145 to \$1395

Custom models 8-98A: 5-passenger, 2-door Brougham \$1145; Business Man's Coupe \$1195; Convertible Cabriolet \$1245; 4-door Full Sedan \$1195; Convertible Phaeton Sedan \$1345; 7-passenger Sedan \$1395. All Custom Models include Free Wheeling. Standard models 8-98: 5-passenger, 2-door Brougham \$945; 4-door Full Sedan \$995; Convertible Cabriolet \$1045; Convertible Phaeton Sedan \$1145; Business Man's Coupe \$995; 7-passenger Sedan \$1195; f. o. b. factory. Equipment other than standard, at extra cost. AUBURN AUTOMOBILE COMPANY, AUBURN, IND.

Prices subject to change without notice.

CROP REPORT COMMENTS

APPLES

THE AUGUST 1 forecast of total apple production is 217,971,000 bushels which if it materializes would be the largest crop since the bumper crop of 1926. The condition on August 1 is reported at 68.9 per cent as compared to 48.6 per cent on August 1 a year ago and 57.2 per cent the average for the previous 10 years. In New York the crop is now expected to be only slightly under the average. The western New York area has not had an excess of moisture but has been favored by frequent showers. In the Hudson Valley rain has been ample. In the Cumberland Shenandoah area of Virginia, West Virginia, and Maryland conditions are favorable for a big crop of good quality provided the rather frequent showers continue. The Pacific Northwest production is now forecast about five per cent under the average for the five years 1925-1929. The commercial crop, or that portion of the crop to be consumed as fresh fruit, is forecast on August 1 at 116,349,000 bushels or about 53 per cent

of the total. With the large crop now in prospect it is entirely possible that the amount of second grade fruit going for fresh consumption will be reduced with the result that this figure may decline somewhat between now and harvest.

PEACHES

The condition of peaches indicated by reports as of August 1 is 76.5 per cent as compared to 46.1 per cent reported a year ago and 60.4 the average condition on August 1 of the preceding 10 years. On this basis, a total production of 77,074,000 bushels of peaches is indicated, which if matured will be about 140 per cent of the 1925-1929 average production.

Indications are for an especially heavy crop in all sections. In the North Atlantic States the month of July brought favorable weather for fruit growth. Thinning has been necessary in many orchards. In some of the peach districts of the East North Central States the trees are carrying very heavy crops. Weather has been generally favorable except in certain areas where hot and relatively dry

weather has retarded fruit sizing. It is possible that prevailing low prices will prevent the harvest of part of the heavy crop in the South. At this date it seems that there will be an abundance of high quality fruit. Some decline is recorded during the past month in the western States due mainly to a reduction in the outlook for California peaches. While a large crop of both clingstone and freestone will be harvested in California, the hot weather of July has somewhat reduced the forecasts. However, an abundance of high quality clingstones will be available for commercial demands, while freestones are already being dried. Sizes were somewhat reduced by the hot weather.

PEARS

The production of pears is forecast on August 1 at 24,143,000 bushels. This forecast is based on a reported condition of 60.2 per cent which may be compared with 63.1 per cent a year ago and a 10-year average (1920-1929) of 61.5 per cent. Should the remainder of the season be such as to permit this crop to carry through to maturity, the production will amount to about 88 per cent of the 1930 crop and 109 per cent of the average for the previous five years. In the North Atlantic States the crop is now expected to be but slightly more than four-fifths of the average production for the five years, 1925-1929. In the remaining divisions, however, the prospects are for a crop from 8 per cent to 43 per cent larger than the average. In New York, the heaviest producing eastern State, the crop set light but conditions have been favorable and with the light set there is, of course, a good chance the fruit will attain good size.

Dry weather and high temperatures during early July in California have reduced the pear outlook. California pears are earlier than usual. Bartlett harvest is completed in the Sacramento River area, while Bartlett's from other points in the western States are now being marketed. Late shipping varieties are likewise early and in some orchards are about ready for harvest.

GRAPES

The condition of the grape crop on August 1 is reported at 60.5 per cent, as compared with 85.5 per cent on August 1, 1930, and 80.3 per cent, the average August 1 condition for the previous 10 years. The production forecast is now 1,783,683 tons or about 72 per cent of the 1930 crop and 74 per cent of the average production of the last five years. Of this forecast about 84 per cent are European-type grapes produced mainly in California and 16 per cent American-type grapes produced in other States. Very high temperatures experienced during early July in the grape valleys of California seriously injured an important part of the crop, bringing an estimated reduction in the California crop of 256,000 tons below the July 1 forecast. During the remainder of July hot weather continued and further reduced the crop prospect. The maturity of this crop has been earlier than usual.

PECANS

Indications for the pecan crop continue favorable, the conditions of the growing crop on August 1 being reported at 62.8, compared with 41.2 last year and an average of 54.1 for that date in recent years. All States except Oklahoma report the condition of pecans well above average.

He bought dairy feed at the lowest prices... by telephone

A Bell System Advertisement

NEAR West Chester, Pa., lives a farmer who finds his telephone of great assistance in buying feed for his dairy herd. After checking up on prices by calling dealers in nearby towns, he recently decided that it was advisable to buy a large part of his winter's supply at once. The orders were promptly placed. The next day the price of bran advanced, and other grain prices went higher soon afterward. In this one instance a considerable saving was made.

The telephone is equally helpful in making the most advantageous sales of livestock, grain, fruit and vegetables through co-operative marketing associations or local markets. Even when bad weather makes roads impassable, it is always ready to keep up social and business contacts, or summon help in any emergency.

The modern farm home has a telephone that serves faithfully and well, rain or shine.



ARKANSAS STAGING A RAPID RECOVERY

ALTHOUGH it felt the sting of the drought's effects more than any other State in the stricken area, Arkansas headed toward normalcy more quickly than any of the acutely affected States. Re-establishment of credit, distribution of spring garden seed and relief legislation in the form of Federal and State loans, all contributed to the State's swing toward a rapid recovery. While all sections of the State suffered a similar plight, the fruit belt in northwest Arkansas weathered the emergency better than the lowlands.

Arkansas presented a dismal picture to relief workers as 1931 was ushered in. Every county in the State, with the exception of Polk in the southwestern corner of Arkansas, was virtually dependent upon the American Red Cross for aid. At the peak of the emergency, February 28, more than one-third of the State's population was receiving Red Cross aid in some form. Hot lunches were being served in 1525 rural schools from Red Cross funds; powdered yeast was being distributed by the ton to combat the spread of pellagra and other diseases; clothing was being provided for thousands, and more than 300 tons of food supplies were being distributed each day by the relief society.

The extensive relief program was necessitated because the drought struck the State on the heels of a crop failure, a Mississippi river flood

and many bank failures which seriously affected credit. Once carried through the bitter months of winter, however, Arkansas regained its footing. As a result of the distribution of garden seed to 125,000 families in that State, Arkansas yielded a bumper vegetable crop during the summer months. The surplus has been canned by many of the beneficiaries for winter consumption.

More of its people saw the Red Cross in action than ever before. Nearly 6000 residents of the State volunteered nearly their full time in the interest of their stricken neighbors. However, the same can be applied to the entire drought area, as the Red Cross recruited more volunteer workers during the last fiscal year than in any similar period since the World War.

Again volunteers are taking to the field for the Red Cross this fall when the society's annual Roll Call opens on Armistice Day, November 11. The campaign which will end on Thanksgiving, November 26, marks the organization's Fiftieth Anniversary Roll Call, and is expected to result in a record enrollment for recent years.

The United States, with about six per cent of the world's population, uses approximately 19 per cent of the world's annual output of commercial fertilizer and ranks second only to Germany as a consumer.

ADVERTISING CAMPAIGN PLANNED FOR NEW YORK GRAPES

BY W. V. MORROW

WHAT Mr. and Mrs. Consumer think of grapes this year will determine the prosperity of hundreds of growers in Erie and Chautauqua counties, New York.

The crop this year will be as large, if not larger than, last year. The quality, due to fine weather and the right rainfall, will on the whole be superior.

Indications at the present time point to a crop of at least 50,000 tons and probably more, as compared with 43,000 tons in 1930. Of the crop, at least half will be raised by members of the growers' co-operative associations.

If consumers take to grapes for beverages, jams and jellies in the manner hoped for, the growers will probably recover a good deal of their losses during the last two years, which were very lean. To help turn the mind of the consumers to grapes, the growers are doing considerable advertising this year, mainly with road signs in front of their vineyards, radio flashes and in the distribution of recipes through the chain stores.

The Chautauqua and Erie Grape Growers' Association began recently to distribute to the growers the signs calling attention to the grapes. Six hundred of these signs are being distributed as a starter. In addition, the association is putting up large signs at the entrance and exit to the Grape Belt on Route 20, which is the main highway between New York and Chicago and is therefore one of the most heavily traveled roads of the country.

The recommendations of the Chautauqua County Farm Bureau Grape

Committee which were sent to the boards of trade and affiliated organizations embraced the following:

(a) Local billboards advertising grape products within each community.

(b) Smaller billboards for grower use.

(c) Approach signs or billboards into grape areas.

(d) Publishing of maps of grape district for newspapers and folders for hotels and roadside stands.

(e) Furnishing of stickers for stationery and windshields, tire covers, etc.

(f) Chambers of commerce to provide at least two grape products display rooms during the tourist season.

(g) Publicity in newspapers within a 500-mile radius of Chautauqua-Erie belt, urging public to tour the grape sections.

Other recommendations included plans for the central farm bureau office to send grape crop reminders to co-operating chain stores for information of their local store managers, radio flashes giving recipes and other grape uses to 23 radio stations covering eastern and northeastern States, articles on grapes prepared by central farm bureau for house organs serving chain stores and independent grocers, co-operative advertising in season in the produce trade papers, tags and inserts, supplied by General Foods Corporation, to be used on and in baskets at time of loading, co-operative associations to finance and use copies of four-page recipe pamphlets on uses of grapes, this material to be prepared by the New York State College of Home Economics.

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ADVANTAGES OF AIR-COOLED STORAGE

APPLE GROWERS, particularly in the western part of North Carolina, can build a more profitable business by providing air-cooled storage houses in connection with their orchards.

"The principle involved in the use of the air-cooled storage house is that fresh, cool air comes into the building at night at the lowest part of the building and forces the warm air out through ventilators built in the roof," says H. R. Niswonger, extension horticulturist at State College. "This type of house has been built by many apple growers in western North Carolina and helps them to get about 50 cents to \$1 more a bushel for their fruit."

The chief advantages of an air-cooled storage house from the standpoint of the grower are given by Mr. Niswonger as follows: The house makes the grower independent of the commercial buyer; the fruit will keep better and sell for more, and third, it delays the necessity for marketing the fruit. If a buyer knows the grower has no place to store his fruit, a poorer price is generally offered. Then, too, nothing so demoralizes the price of apples as to put on the market first-class fruit at harvest time in competition with wind-falls and fruit from unsprayed trees.

Varieties like the Winesap, Ben Davis and Limbertwig have been kept in air-cooled storage houses in good marketable condition as late as March. The more juicy varieties, such as the Stayman, can be held un-

til the first of the year, while varieties like the Delicious and Bonum will keep only a few weeks. The latter two varieties mature early and the night air is not cool enough to lower the temperature sufficiently for best storage conditions.

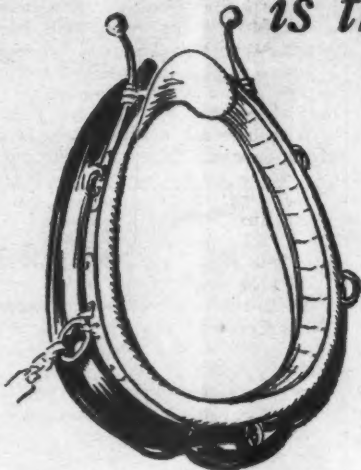
Mr. Niswonger has found that these air-cooled storage houses are best adapted for altitudes ranging from 1500 to 3000 feet and above.

SOURCE OF PROFIT IN ROADSIDE MARKETS

NORTH CAROLINA has lagged in the establishment of roadside markets and is thus overlooking an economical method of disposing of surplus farm products at a profit.

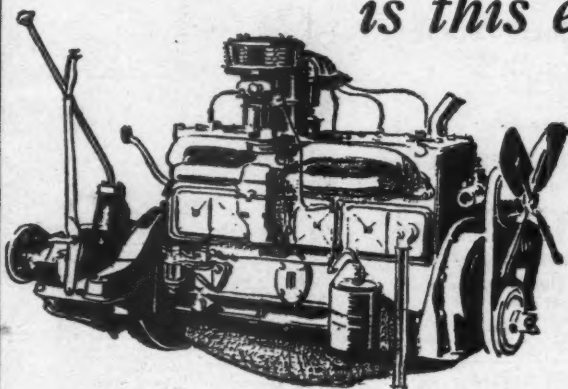
"The coming of hard roads has brought about an interesting development in the establishment of roadside markets," says Dr. Joseph G. Knapp, associate agricultural economist at North Carolina State College. "If these markets are operated like small businesses, they will pay a profit, but there are certain simple rules which must be followed. A farmer whose place is located on a well traveled highway may select a level stretch of road so that his market may be seen for some distance and he will find that it will be liberally patronized. He must, of course, provide parking space; keep his market neat, clean and attractive; offer only quality products; put up attractive signs, and provide a variety of products."

How Powerful is this harness?



As powerful as the horse you put in it

How Powerful is this engine?



As powerful as the gasoline you use



PUT a fine draft horse in your harness and you will get a lot more power than an ordinary work horse can give you. Put Ethyl Gasoline in your engine and it will give you more power, more speed, and greater economy than you have been getting with ordinary gasoline.

Ethyl Gasoline is more than good gasoline; it is good gasoline plus Ethyl fluid.

Inside the engine, the Ethyl fluid controls combustion. It prevents the uneven explosions that waste the power of ordinary gasoline, causing harmful knock and overheating. It develops power with a smoothly

increasing pressure that brings out the best performance of any engine.

That is why Ethyl Gasoline gives more power and does it with less noise, less vibration, and less wear and tear on the engine. That is why the engine that uses Ethyl goes in the repair shop less often and gives you more service per dollar spent for upkeep.

Already a million farmers have found that Ethyl Gasoline is a help and an economy. Give it a trial yourself and it will prove that it is the most economical motor fuel you can buy by the year. Ethyl Gasoline Corporation, New York City.



The active ingredient used in Ethyl fluid is lead.

ETHYL GASOLINE

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That's Duca's record. Mrs. Hackett made \$38 in 7 hours. Van Allen cleared \$125 in a week. This shows wonderful possibilities. Earnings start at once. Be your own boss—work full time or spare time. Ford Tudor Sedan offered FREE to producers as extra bonus—in addition to big cash profits. Write quick for details.

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WORLD'S RECORD APPLE YIELD

A WORLD'S record for apple production on a large orchard was achieved during the past season on the Apple Lane Orchard Company tract at Quincy, Wash., when an average of slightly over 1000 boxes per acre was packed out from the 157-acre orchard. A total of 158,130 packed boxes was checked out of the packing shed.

With several acres of the tract given over to farm houses, ware-

out spray program is credited with reducing worm loss to a minimum. On the first brood five cover sprays were used, being practically continuous. A second brood spray was applied only in part of the orchard. Four cover sprays was the most used in any previous season. While mostly straight lead was used, an oil-lead combination also proved effective. The second cover was made up of an oil-lead combination, but was

and night for at least five months of the year.

A central spraying plant handles spray material for the entire orchard. The orchard also has its own packing plant and warehouse, the latter on a spur of the Great Northern only a quarter mile from the ranch. The crop this year was marketed through the Pacific Fruit Company, only 10 cars remaining in common storage at the warehouse.

During the irrigation period the working crew averages around 20 men. During the harvest period it mounts to over 200. The Simpsons have been on the ranch ever since 1922.—Wenatchee (Wash.) World.



Eight orchard wagons drawn by tractor haul the apples from orchard to packing house on the Apple Lane Orchard.

houses, barns and such, there are well under 150 acres of orchard in trees. Were the production figured on this basis, it would amount to close to 1100 boxes to the acre. But taking the gross acreage of 157 acres, the average is 1008 boxes per acre.

There are 9200 trees on the Apple Lane Orchard, according to C. C. Simpson, secretary. His father, Charles Simpson, is president of the orchard company. The trees average from 18 to 20 years old. The orchard is set one-third Delicious, one-third Jonathan, one-sixth Winesap and one-sixth Stayman.

Production by variety was as follows: Jonathan, 55,757 boxes; Delicious, 54,304 boxes; Winesap, 25,571 boxes; Stayman, 22,484 boxes, and Spitz, 14 boxes.

Where in other years heavy loss from worms was experienced this crop was harvested practically free from worms. This fine record was achieved despite the fact that the orchard had one of the heaviest moth trap catches of any section of the apple district. At an adjoining tract where the traps were located—800 moths were taken in 11 traps on one day. This was in June.

An expanded and carefully worked

applied only in part of the orchard. The extra sprays made washing necessary for the first time.

According to Mr. Simpson, 125 stands of bees were kept in the orchard during the blossom period. "We are convinced of the value of using bees," he said. "We are away from the hills and there are not many native insects. We have a standing order for 100 stands of bees from Ellensburg every year. This year we increased it to 125 and were pleased with the results."

An alfalfa cover crop is used in the orchard.

The entire orchard of 157 acres is irrigated from one well. It is 345 feet deep, drilled 16 inches. It flows 1500 gallons a minute and provides all needs of the orchard and with a surplus and waste water provides partial irrigation for 100 more acres of wheat and garden truck land.

All piping in the orchard is underground, with tap-openings at the ends of ditches. Water is pumped into a raised tank to give it head, however, not much is required as the land slopes in all directions from the well. A vertical turbine pump driven by a 150-horse power motor is used. It throws 1500 gallons a minute and is run continuously day

and night for at least five months of the year.

Despite lessened production of many crops, lack of water, a worldwide depression that hurt purchasing power and other factors most unfavorable to the fruit industry, growers now have every indication they will reap greater returns for many fruit crops this season than they did last year.

This sunny view of the fruit industry is pictured by J. L. Nagle, general manager of the California Fruit Exchange. He points out that pears, plums, Thompson seedless grapes and Elberta peaches are a few of the crops now commanding greater prices in markets of the Middle West and East than last year.

The California Fruit Exchange has been instrumental in developing an export business, with the result that to date exports have totaled more than 600 cars for the season and the number probably will reach 1200 or 1300 cars before it is over.

Raisin prices on the initial offering made by the California Raisin Pool to packers of the 1931 crop were \$16 higher than that submitted last year.

Wylie M. Giffin, president of the pool, announces that the high price is due to climatic and pest conditions that have caused a reduction in the anticipated raisin crop of 100,000 tons.

E. A. Milani, San Francisco fruit packer, is originator of a process for preventing fruits from spoiling over

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a long period of time. The process calls for the packing of the fruit in a vacuum sealed container of 20 pounds capacity. By a special method of sealing, the oxygen is absorbed and the life of the fruit prolonged. After packing, the cans are placed in cold storage for 48 hours at a temperature of 33 degrees. The process will permit grapes, figs and apricots being kept fresh far into the winter months, the inventor declares.

WASHINGTON NOTES

By J. T. BREGER

THE FOURTEENTH annual meeting of the Northwest Association of Horticulturists, Entomologists, and Plant Pathologists was held at Wenatchee, Wash., July 8 to 11. Papers and progress reports were given by United States Department of Agriculture and State experiment station men working in the States of Washington, Oregon, Idaho, Montana, and British Columbia. The chief problems dealt with included control of codling moth and other insect pests, spray residue removal, pollination studies, apple maturity, rootstocks, and orchard cover crops.

F. C. Reimer of the Southern Oregon Experiment Station has been president and Anthony Spuler, Washington Experiment Station, was secretary-treasurer during the past year. The new officers for the coming year are Leroy Childs, Hood River Experiment Station, president; F. D. Heald, State College of Washington, vice-president; and J. A. Raeder, University of Idaho, secretary-treasurer. Next year's meeting will be held at Lewiston, Idaho.

Fruit growers' tours are becoming very popular in Washington and several have been arranged and carried out in the various counties. In some cases visits have been made at various State experiment stations doing horticultural work. One of the most successful tours of Washington fruit growers, however, was one of three-days' duration, covering the Okanogan sections of Washington and British Columbia, going as far north as Vernon, B. C. The Dominion Experiment Station at Summerland, B. C., was also visited on this tour. Fruit growers and horticultural field men alike gained much inspiration and many new ideas from these visits to orchards of leading fruit growers who have so successfully met and solved the problems arising in their respective communities.

A recent orchard census just completed in Washington shows 71.2 per cent of all fruit trees in the Wenatchee district are apple, 15.5 per cent pear, 7 per cent apricot, 2.9 per cent peach, 2.2 per cent cherry, 0.7 per cent plum and prune, 0.01 per cent miscellaneous fruit and nuts.

Of the slightly less than one million and three-quarters apple trees in the district, almost 1,200,000 were planted prior to 1916. Since that time, when new plantings were comparatively small, there has been a steady increase in plantings, but nothing in comparison to the planting boom of 1910 and 1911. About 150,000 apple trees, however, were planted during the years 1929 and 1930.

In the Yakima district there is not quite the same proportion of fruits, as the percentage of apple trees is comparatively lower, with a higher proportion of pear, sweet cherry and peach. There has been an increase,

however, in apple plantings the last few years, particularly of the Delicious variety (red strains) as is true of the Wenatchee plantings.

CITRUS EXCHANGE OFFICIAL PASSES AWAY

EARL E. DEZELL, general manager of the California Fruit Growers' Exchange, Los Angeles, died on August 2, at the age of 50 years, after being seriously ill for some time. Mr. Dezell came to the exchange as an office boy 32 years ago and had filled every position in the exchange, becoming general manager on the death of G. Harold Powell.

INSECTS MAKE COUNTY AGENTS HOP

NOT IN 15 years as county agricultural agent has the writer been besieged for advice on relief from various insects as much as the present season, and this seems to be the rule all over the United States. The very dry season last year followed by a very mild winter has made a very favorable opportunity for almost every kind of insect. One of the worst things that is happening in Van Buren county, Michigan, is the tremendous spread of the pin-headed bark beetle. Every partially dead tree and every tree of decreased

vigor and lowered vitality is being punctured by these insects which leave bark marks not much bigger than a pin-hole. There is no question but that they will cause a lot of loss. Dying trees and branches should be cleaned up and burned.—W. J. Johnson, Van Buren County, Michigan.

Better Thtop

Voice at Door—Could you girllh do thomething about my baby? He'ht teething.

Alice—All babies do that.

Voice—Yeth, but he'ht teething that bulldog next door!

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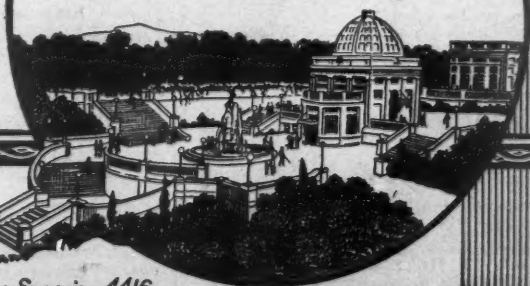
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24 ORIENTAL POPPY PLANTS
that grow the Big Flaming Scarlet Flowers, often measuring up to 8 inches across, mailed to you POSTPAID at planting time this September and if you order at once and send along a dollar to help cover the propagating and mailing expense, which covers the entire cost to you, we will add 6 DELPHINIUM PLANTS for good measure.
Our GENERAL CATALOGUE listing Hardy Perennials and ROCK GARDEN plants, mailed free,
ALYS JOHNSTON CO., POLO, ILLINOIS

NEWLY DESIGNED FRUIT AND VEGETABLE GRADING MACHINES

The Wigginton Grading Machine has been very carefully designed for the greatest benefit to the Fruit Grower, at a very low cost to them, will grade very accurately and has a greater capacity for its size and price, will stand more hard usage without injury to the machine than any Grading Machine on the market. We guarantee our Grading Machines to give satisfaction to our customers and if not they can return them and get their money back. We are giving a very liberal discount on our Machines. Write for Catalogue and Price List.

THE WIGGINTON GRADING MACHINE CO.
Winchester, Va.

Taylor Fruit Graders

(Hand power) **ANNA, ILLINOIS**
Apple Grader 2 cars daily \$95.00
Peach Grader 3 cars daily \$75.00

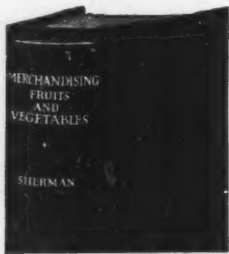
HOTEL PENNSYLVANIA
39th & CHESTNUT ST. PHILADELPHIA
ROOM-BATH \$2.50
New - Fireproof - Convivial
Nearest Hotel to Penna. R.R. Terminal

The profitable marketing of perishable farm products—in one complete manual

Merchandising Fruits and Vegetables

By WELLS A. SHERMAN

Principal Marketing Specialist, Bureau of Agricultural Economics, U. S. Department of Agriculture, in charge of Fruit and Vegetable Division



499 pages 5 1/2 x 8—26 Chapters
\$4.00 postpaid

HERE is a complete work covering the latest and best methods for profitable marketing of perishables. It gives the experiences of every fruit and vegetable marketing unit in the country. The book is immediately usable by farmers, commission merchants, wholesalers and retailers.

A careful analysis is given of group co-operation, uniform standards of grading, closer inspection, group advertising, development of sound business standards, etc., etc.

Send orders with remittance to

American Fruit Grower
Merchandise Mart Chicago

1881 Fifty years service to humanity
1931
JOIN!
AMERICAN RED CROSS

DISPOSING OF THE FRUIT SURPLUS

By ROSS H. GAST

AFTER several months of speculation, authoritative figures on the unharvested tonnage of California deciduous fruits and grapes last season are now available. These data, found in a recent report of the California Department of Agriculture, show that only slightly over seven per cent of the total fruit crop tonnage was wasted without return.

This figure comes as a surprise to many, who, due to the wide publicity

The canning peach and grape industries have witnessed the greatest expansion, and consequently they have suffered the greatest troubles in surplus production. Last year, the cling peach crop totaled 542,000 tons; of this, but 53.2 per cent was canned, 27.3 per cent was purchased on the trees, but not harvested under the packer-grower surplus control plan, and 17.5 per cent was neither unharvested, nor did it bring a re-

harvested. In addition, 40,000 tons of juice grapes and 74,000 tons of table grapes were wasted without return. This represented 8.2 and 19 per cent, respectively, of the total crops of these varieties.

Slightly over 11.4 per cent of the pear crop, or 31,000 tons, was unharvested last year, with no return, while some 8300 tons of apricots, which represented 4.1 per cent of the total tonnage, was not taken from the trees.

The disposition of the California fruit crop last year, as presented by the California Department of Agriculture, is shown in the accompanying table.

On the whole, these figures indicate that the situation, while serious enough, is not as black as it has been painted. It must be remembered that 1930 was the year of peak bearing acreage in almost all fruits and grapes, and at the same time a year of depressed economic conditions.

Commercial organizations in California report that letters from all parts of the United States have been received, protesting this uneconomic waste. Few of these letters suggest, however, a way in which it can be saved. The grower cannot be expected to harvest, pack and place his crop into consumptive channels at his own expense.

One organization in San Francisco, known as the Economic Conservation Committee of America, converted surplus fruits into standard products and distributed them at cost to charitable groups throughout the nation. They plan to extend their activities this year.

DISPOSITION (Fresh Tons)	APRICOTS	CHERRIES	PEACHES	PEARS
Total Crop Produced	200,000	17,500	542,000	272,000
Canned	35,500	7,700*	288,100	49,300
Dried	131,000			24,800
Crushed				
Shipped fresh interstate	7,400	6,200	8,700	181,700
Shipped fresh intrastate	17,800	3,600	1,900	35,200
Unharvested, but purchased			143,800	
Unharvested, without return		8,300	95,000	12,000

*Includes 1500 tons of processed cherries.

DISPOSITION (Fresh Tons)	PLUMS	PRUNES	GRAPES
Total Crop Produced	82,000	267,000	Wine Raisin
Canned	3,100	254,000	1,308,000
Dried			1,300
Crushed			768,000
Shipped fresh interstate	70,700		23,400
Shipped fresh intrastate	8,200		357,000
Unharvested, but purchased			58,500
Unharvested, without return		13,000	27,100
			316,200
			2,800
			74,000

given the surplus situation in our fruit industries, have been led to believe that the bulk of the bumper crop was not picked and therefore did not bring a return.

The results of California's wartime planting folly reached its highest peak in 1930, and last year's bumper crop gives evidence of its effect. During the period 1920-1930, deciduous fruit acreage in California increased over 50 per cent, and vineyard lands practically doubled in area.

turn. The remaining two per cent was consumed fresh.

The Federal Farm Board stepped into the grape industry picture in California, and through the Grape Control Board, a "stabilization fee" of \$1.50 a ton was assessed each ton of grapes sold, so as to purchase the surplus (placed at 15 per cent of the crop) on the vines.

As a result of its activities, 316,200 tons of raisin grapes, or 24.2 per cent of the total tonnage of that variety, were purchased, but not

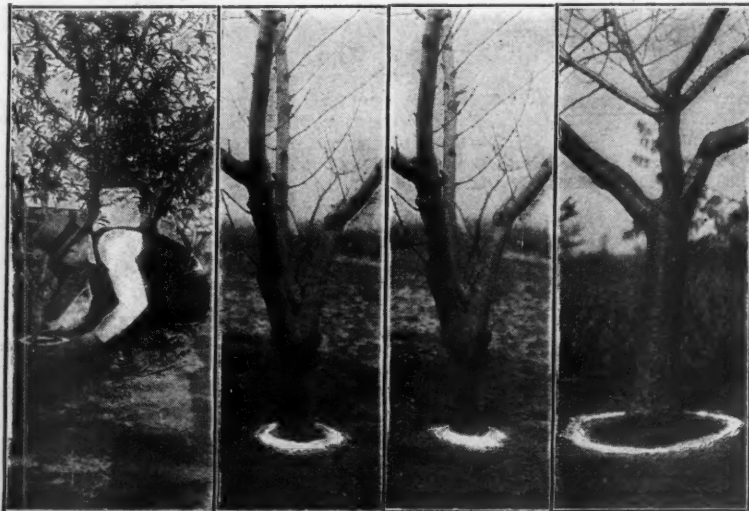
P. D. B. FOR PEACH TREE BORERS

Some of my young peach trees are dying. I find a white worm three-fourths inch long working between the bark and wood just at or under the ground surface. Waz runs out by small handfuls. What is it and what shall I do for it?—T. R., Ohio.

The white worm which you describe as attacking your peach trees is no doubt the so-called peach tree borer. In general, the best remedy for this insect consists of the use of a chemical known as paradichlorobenzene. It may be applied safely to trees five years of age or older. Trees younger than this should be wormed by hand if infested by borers. The

paradichlorobenzene is applied during the fall from about September 15 to October 15. The grass and trash should be removed from about the base of the tree and three-fourths to one ounce of paradichlorobenzene placed in a closed ring about two inches from the base of the tree. This is covered with two or three inches of soil, which is firmly pressed down with the foot or back of a shovel.

The cost will range from 15 to 30 cents a pound. The treatment should not be extended to fruit trees other than the peach, as it is likely to cause serious injury.



Reading from left to right: (1) Applying paradichlorobenzene with a handy cone-shaped container that holds exactly one ounce. (2) The ring of crystals should be about one and one-half inches from the tree trunk. (3) If the chemical is placed against or close to the tree trunk, severe injury may result. (4) In this case the crystal ring is too far from the tree trunk for effective results.

"THE HIGHWAY TO SUCCESS"

IT ISN'T often that we have a chance to interview a successful business man and get his ideas on what is necessary to achieve success. C. Harold Smith in his book "The Highway to Success" has given us just such an interview. He says in the foreword:

"The Highway to Success" is written to help youth make its way in the world, to guide those who are on their way, and to amuse those who have won their way."

Sixty years ago when Mr. Smith was a boy the machine age was not thought of and manual labor was largely the measure of the day. Today the reverse is true. The machines are taking the place of men and Mr. Smith has lived through the time this tremendous change was taking place. He has been successful and has many helpful suggestions to give to the younger generation. His book should be read by all young business men starting on a business career. It is both helpful and entertaining.

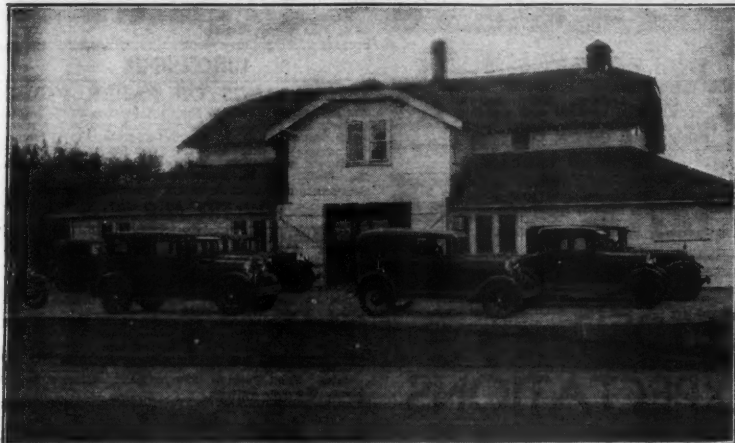
This interesting book sells for \$1.50 and copies can be supplied by this journal.

He who would do some great thing in this short life must apply himself to work with such a concentration of his forces as to idle spectators, who live only to amuse themselves, looks like insanity.—Parkman.

ICE COLD CIDER SOLVES A SALES PROBLEM [From Page 5]

years." Then, too, there was a wonderful difference between warm cider and ice cold cider. Fischer figured he could sell just as much ice cold cider at 65 cents a gallon as he had been marketing of warm cider at 50 cents. This supposition proved to be more than correct. Sales increased nearly 1500 gallons in 1929, amounting to 6340 gallons. The new cold cider price of 15 cents additional

In 1930 a few finishing touches were added. A 200-gallon wooden tank was built in the press house. Cider from the press now runs by gravity through three cloth filters into this tank which is surrounded by four inches of cold, running water. It stands in this tank a few hours until some settling has taken place and is then pumped direct into the refrigerator by merely pressing a



This 40-acre orchard is completely motorized. The horse barn is now the sales room and storage.

meant an increased return of \$951 on that year's business. Cider kept sweet until sold. Don't forget, too, that the Lilly Orchard had dozens of cider competitors. However, a superior product, even at a higher price, resulted in many new customers. The cider bar, being a part of the display room, encouraged sales of number one fruit at prices again well above the average for the section. Very few customers drove away without a basket of apples and a jug or two of cider.

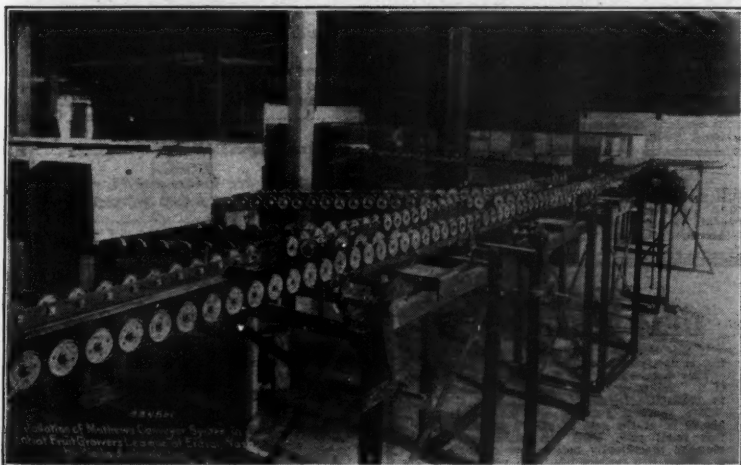
button and starting an electric pump. Sales were over the 5000-gallon mark long before the season was over in 1930. All of the number two grade now goes into the press along with number one cider stock. Before November first a carload of good number two stock had to be trucked from a neighboring orchard to take care of a cider trade that recognized a superior product and was glad to come back for it many times during the season.

NEW HANDLING METHODS ADOPTED

LIKE THE automobile manufacturers who found that handling methods must be efficient if maximum production was to be attained, growers and packers have also learned that rapid, smooth and economical handling of their crops is essential if maximum profits are to be realized.

of parts. Growers and packers have adopted conveyors for every handling task, for use in orchard, field, shed and packing house.

Because they are easily portable and require no power other than gravity, the roller and wheel types of conveyors are usually selected by



A modern gravity conveyor in a fruit packing house.

The automobile manufacturers turned to conveyors, employing them for moving raw materials, as assembly lines and for transportation

growers and packers as satisfactory for most of their handling work.

The roller type consists of a series of steel rollers set into a double row

You've never known such *Performance* as this... at any price! **CLETRAC "15"**



NOT until you actually see the fast, powerful Cletrac "15" at work, can you fully realize what remarkable value you are offered in this modern, low-priced tractor. Such smooth, abundant power! Speed that cuts hours from long jobs! Effortless "power-steering" that swings you around with only a finger at the controls! Relaxed, comfortable driving in a spring-cushion seat! These and many other excellent features are yours in the new Cletrac—at remarkably small cost.

How much easier your work would be with this eager, efficient Cletrac ready to serve you on every job. How much better and more thoroughly it could be done—with no tendency to slight or delay a task when this fast, capable power unit is on the job.

Cletrac "15" is unquestionably the most efficient tractor you've ever seen for fruit growing work. You'll like its low, compact build and easy steering. You will marvel at its power and sure-footed tread on steep hill-sides. And when you know what great capacity and endurance has been built into this low-priced Cletrac, you will readily agree that it is the biggest tractor value on the market.



See the Cletrac "15" at your dealer's and ask for a demonstration. Or write for full information.

THE CLEVELAND TRACTOR COMPANY

19301 Euclid Ave., Cleveland, O.

Hotel

DETROIT-LELAND

Newest fine Hotel in the Motor City

800 ROOMS BATHS

Excellent Restaurants
Main Dining Room and Coffee Shop, serving delightful food.

NOW BAKER-OPERATED, providing the same high type of Southern Hospitality for which Baker Hotels are famous

Attractive Rates
Single with bath \$2.50 up
Double with bath \$3.50 up

CASS and BAGLEY AVENUES ~ IN THE HEART OF

DETROIT

of frame rails. Sections of convenient length are hooked up to form whatever length of line is needed, and the complete conveyor line is erected on adjustable steel supports with a slight grade allowed. Thus, when crates or lugs are placed on the conveyor, they move down the rollers.

The wheel type is similar to the roller conveyor, except that wheels

are mounted on the sides of the frame rails instead of rollers between the rails.

Belt conveyors are used mostly for inside work, where it is desirable to regulate the speed of movement and where inclines or declines in the line are required.

It is better to be merciful and wrong than unmerciful and right.

AMERICAN FRUIT GROWER

OPPORTUNITY ADS

250,000 Buyers And Sellers Meet Here Monthly For Mutual Profit

A PROFITABLE HABIT

Read these ads each month. Answer those that interest you. It's a profitable habit. You may do business with our advertisers with full confidence of a square deal. Use an ad yourself wherever you have something to sell or want to buy something. Send your ad now; it costs only 20 cents a word. Be sure to count name and address. Each initial or whole number is a word. Our regular advertisers say it pays handsomely.

Harry K. Goodall, C. A. M., AMERICAN FRUIT GROWER, 1105 Merchandise Mart, Chicago



DISPLAY-CLASSIFIED ADS

are permitted in this section. There are two different styles. Number one: display ads using cuts of any kind, \$2.25 per agate line or \$31.50 per inch. Number two: display ads using type or type and border only, \$1.40 per agate line or \$19.60 per inch. Minimum size, 5 lines in either style. Display-classified ads in this section get extra attention. You'll be surprised at the splendid results. Send yours today to



"I Must Answer That Ad. It's Just What I Want."

THE SOURCE OF OUR READER'S PROSPERITY

AGENTS WANTED

HERE'S THE MONEY YOU NEED NOW! WONDERFUL opportunity to make \$54 profit a week. Brand new plan. Hundreds cashing in. Write quick. ALBERT MILLS, 9184 MONMOUTH, CINCINNATI, O.

BIG MONEY SELLING SHIRTS, TIES, UNDERWEAR, Suits, Raincoats, Lumberjacks, Sweaters, Leathercoats, Overall, Pants, Playclothes. GUTHRIE FREE! NIMROD CO., Dept. 102, 4922-23 Lincoln Ave., Chicago.

BIG PROFIT CATALOG: TOILET PREPARATIONS, Food Products, Remedies, Household Specialties, Portraits, Frames, Medallions, Christmas Cards, Credit. James Bailey Co., 605 Blue Island Ave., Chicago.

YOU CAN SELL TOGSTAD PRODUCTS. BIG LINE Groceries, Soaps, Remedies, etc., Premium Deals Make Sales Easy. Penny Postal brings free details of surprising offer. M. Tostad, Kokomo, Indiana.

ATTENTION-ADVERTISERS

LET US HELP YOU WITH YOUR CLASSIFIED Advertising problems. Tell us what you want to accomplish and let us write a snappy classified ad for you without charge. If it suits you, run it in AMERICAN FRUIT GROWER at the regular rate. No obligation, so write fully today to Harry K. Goodall, Classified Advertising Manager, AMERICAN FRUIT GROWER, Merchandise Mart, Chicago.

BEEES

PURELY BRED GOLDEN ITALIAN QUEENS, yellow to the tip. Satisfaction guaranteed. One dollar each. Overbey Apiaries, Leonville, La.

BEE KEEPERS-ATTENTION. "YOUR MAGAZINE" has opened a new field for our products," writes Citronelle Bee Co. "The results were beyond our expectations. It was the first time we ever advertised in other than Bee Journals." Mr. Bee Man, you should use a classified ad in our next issue. Send it in today.

BUSINESS OPPORTUNITIES

MY BEST INVESTMENT YOU WILL SAY. REGULAR interest paid with a plan offering you much more. Write at once. Lewis M. Smyth, Uvalde, Texas.

CANCELLED STAMPS & COINS BOUGHT

\$10 PER 1000, \$2.50 FOR SMALL CENTS. SEND 10c for illustrated book values. Rebusg, Cohoes, New York.

DEBTS COLLECTED

ACCOUNTS, NOTES, MORTGAGES COLLECTED everywhere. No charges unless collected. MAY'S COLLECTION AGENCY, Somerset, Kentucky.

DOGS

HUNDRED COONHOUNDS, FOXHOUNDS, RABBITHOUNDS, Bluebirds, Redbones, Blackbans. Supply Catalog. Beckenels, A-15, Herrick, Illinois.

COON, OPOSSUM, MINK, FOX, AND RABBIT hounds thoroughly trained, cheap; shipped for trial; also young started dogs. Write for free literature showing pictures and breeding. Kentucky Coonhound Kennel, Kevil, Kentucky.

FARMS AND ORCHARDS

REAL BARGAIN. ONE OF FINEST AND BEST equipped orchards in Kentucky—carrying magnificent crop. Write H. VanAntwerp, Farmers, Ky.

FOR SALE—10 ACRES IMPROVED FRUIT and poultry farm, also 1500 white leghorn pullets. Holland Leghorn Ranch, R. 1, Holland, Mich.

FOR SALE—60 ACRES ORCHARD, HOME, orchard equipment. Heavy crop this year. Priced to sell. A. Gorrell, Mexico, Mo.

ORCHARD—3000 APPLE TREES. 160 ACRES. Good buildings. Timber. Box 558, Windber, Pa.

FOR SALE—ALL OR ANY PART BEARING APPLE Orchard, about 3,500 Trees, located in Wilkes County, North Carolina. Easy Terms. W. J. Shuford, Hickory, N. C.

BIG BARGAIN—1000 TREE BEARING APPLE Orchard, one half crop, Hotel, 110 acres of land, near Hendersonville, only \$3600 Cash. Henry P. Corwith, Asheville, N. C.

FARMS WANTED

WANTED TO HEAR FROM OWNER HAVING farm or unimproved land for sale. Give cash price. John Black, Chippewa Falls, Wisconsin.

MR. BLACK SAYS: "WE USE NEARLY ALL leading publications in the U. S. and Canada, when they do not bring results they are soon discontinued. You can rest assured that AMERICAN FRUIT GROWER will be one that will be retained by us." (Signed) John J. Black, Gen'l. Mgr.

FOR SALE

FOR SALE: SPLENDID EIGHTY ACRE APPLE orchard in Ozark section, one mile from town. Full orchard equipment if desired. Terms reasonable. Roy Wilhoit, Route 4, Springfield, Mo.

FRUIT GROWERS' SUPPLIES

CIDER AND GRAPE PRESSES, LARGE AND small. Grape crushers, apple graters, screens, pumps, racks, cloths, roadside mill supplies. How to keep cider sweet and make vinegar quick. Catalog free. Palmer Bros., Cox Cob, Conn.

GUMMED LABELS

GET OUR PRICES ON LABELS: GUMMED AND ungummed. Send sample of your label for prices, circulars, additips, folders, letterheads, envelopes, blotters. Plain or in colors. Write us. Old Dominion Label Company, Bridgewater, Virginia.

OLD GOLD WANTED

CASH FOR GOLD TEETH. HIGHEST PRICES. Information free. Southwest Gold & Silver Co., Box 68V, Fort Worth, Texas.

ONION BAGS

ONION BAGS OF PAPER FIBRE

We can supply 2,000,000 bags yearly; size 41x20 inches holding 100 pounds. Price 12c each, payment against bank deposit, F. O. B. Steamer Hamburg. Send sample bag please, for exact quotation; cost for mailing 8 to 12 cents, see postmaster. Wohlschlag & Weber G. m. b. H., Berlin, W. 30, Deutschland 13.

POULTRY AND EGGS

WHITE LEGHORN HENS AND MALES NOW HALF price. Thousands of laying pullets. Baby chicks and eggs from frapnetted, pedigreed foundation stock, egg bred for 31 years. Winners at 50 egg contests. Records to 336 eggs. Catalog and bargain bulletin free. Write for special prices. GEORGE B. FERRIS, 922 Union, Grand Rapids, Mich.

QUILT PATCHES

QUILT PIECES—FANTASY COLORS. PRINTS PER- sales. Trial Package, 25c postpaid. Grant's Supply Store, Warsaw, Illinois.

RABBITS

A. J. WHITE FLEMISH GIANTS—NEW ZEALAND WHITES—STANDARD CHINCHILLAS. Pedigreed and registrable. All ages, healthy, vigorous, fully guaranteed. Priced right. Alys Johnston Co., Polo, Illinois.

SONGWRITERS

SONGWRITERS—READ "SONG REQUIREMENTS of Talking Pictures, Radio and Records," an explanatory, instructive book sent free to aspiring writers of words for songs. We compose, arrange music and secure copyrights. Write today. C. C. Newcomer Associates, 1674 Broadway, New York.

TREE AND WEED KILLER

LIQUID KILLS TREES, GRASS, WEEDS, EASILY made Particulars free. Miller Agency, Kensett, Arkansas.

WANTED

WANTED: GOOD SECONDHAND APPLE, GRADER, Cider Press and Apple Washer. Write M. C. Peterman, Blue Island, Ill.

FLORIDA WEST COAST GROVE, BUY OR LEASE, would consider managing. Experience in marketing. What have you? Box 901, c/o American Fruit Grower, Merchandise Mart, Chicago.

RESULTS FAR EXCEEDED « « OUR EXPECTATIONS

Speaking of dogs, a very splendid way to sell pedigreed dogs, or just plain dogs is by means of classified advertising in AMERICAN FRUIT GROWER. Just read what one of our regular advertisers of dogs says about his results:

I want to take this method of thanking you for the great service that was rendered us in our advertising through the AMERICAN FRUIT GROWER. I will state that we ran a small classified ad with you advertising the Kentucky Coonhound Kennel, and that the results have been eminently satisfactory, and far exceed our expectations. We believe any one advertising in the AMERICAN FRUIT GROWER will be entirely satisfied with the results obtained. (Signed) Kentucky Coonhound Kennel, Kevil, Kentucky, by R. H. Brummett, Manager.

Whether you sell dogs or whatever your proposition may be, you will be using good judgment to follow Mr. Brummett's advice and example. He has spent his money for classified advertising in AMERICAN FRUIT GROWER and he has proven it a profitable medium. He knows whereof he speaks and is continuing to spend his money in AMERICAN FRUIT GROWER classified section.

Why not do likewise? Send your ad for our next issue now to:

Harry K. Goodall, Classified Advertising Manager
AMERICAN FRUIT GROWER
1105 Merchandise Mart, Chicago

FEMALE HELP WANTED

WOMEN, GIRLS, WHO WANT TO MAKE \$4 EXTRA money daily at home; light work; send 25c for instruction and sample used; money refunded on return of sample. La-Monge Co., Dept. E, 75 Locust, Rochester, N. Y.

FORMULAS

GUARANTEED FORMULAS, RECIPES, PROCESSES, 50c each. Catalogue free. Industrial Institute, Dept. 509, 64 West Randolph Street, Chicago.

INSTRUCTION

WANTED, ELIGIBLE MEN, WOMEN, BOYS. Girls, 18-50. Qualify for Government Positions, Salary range, \$105-\$250 monthly; Steady Employment; Paid vacations; Common education. Thousands appointed yearly. Write, Instruction Bureau, 259, St. Louis, Mo. Quickly.

RAILWAY POSTAL CLERKS. \$158.00-\$225.00 month. Steady. Early examinations likely. Common education. Men 18-35. Sample coaching free. Write immediately. Franklin Institute, Dept. G59, Rochester, N. Y.

NURSERY STOCK

LATHAM, CHIEF RASPBERRY PLANTS. WHITE A. B. Coleman & Son, Aitkin, Minnesota.

PEACH AND APPLE TREES 5c AND UP. YELLOW and Blood Red Delicious. Grapevines 3c. Plums, pears, cherries, nuts, berries, pecans, Ornamentals. FREE catalog. Tennessee Nursery Company, Box 101, Cleveland, Tenn.

OF INTEREST TO WOMEN

HOOKED RUGS—EASY TO MAKE WITH "SUSAN Burr" machine, full illustrated directions, \$1.50 postpaid. Holley Associates, Eighteen Water Street, Torrington, Connecticut.

A PRACTICAL DEMONSTRATION

If this were your ad, others would be reading it now just as you are reading this. This demonstrates the attention-getting value of a "display-classified" ad style number two in AMERICAN FRUIT GROWER. This space is 2 inches and the cost is only \$39.50 or at the rate of \$19.00 an inch. For this small sum, YOU can place your sales message prominently before over a quarter of a million live readers who need what you have to sell.

Send in your copy for a "display-classified" ad for the next issue NOW. Smallest accepted in this style is 5 lines costing but \$7.00—a very small amount for reaching so many real prospective customers. Address:
HARRY K. GOODALL
AMERICAN FRUIT GROWER
Merchandise Mart, Chicago

Index to Display Advertisements

The concerns whose advertisements appear listed below are equipped to give prompt and satisfactory service to the American fruit grower. Most of them issue literature that is freely at the disposal of our subscribers. It is to the advantage of all that when writing to an advertiser you use the address exactly as it appears in the advertisement, and that you state in your letter: "I read Your Advertisement in AMERICAN FRUIT GROWER."

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Get Some Profitable Results Yourself

This is exactly the place to sell many things you own that perhaps you no longer need or use. Many of our quarter of a million subscribers do need and want these very things and will pay you cash for them. You can use the cash. Why not get it? A classified ad will turn the trick.

Look over this alphabetical list of things you may own that you would like to turn into cash—

Bees	Gasoline Engines	Poultry and Eggs
Brooders	Honey	Pruning Tools
Canning Machines	Incubators	Real Estate
Cream Separators	Insecticides	Seeds
Fencing	Lumber	Sprayers
Fertilizers	Nursery Stock	Stump Pullers
Fruit Packages	Orchard Land	Tractors

A quick, inexpensive way to sell any of the above items is to use a classified ad in this live department of AMERICAN FRUIT GROWER in the very next issue. The cost is low—only 20 cents a word. Write your message for our readers now. Use separate sheet. Clip this announcement, attach ad copy, sign and mail with proper remittance at once.

Name

Address

Send this before Sept. 20th for Oct. Issue to: Mr. Goodall, C. A. M., AMERICAN FRUIT GROWER, 1105 Merchandise Mart, CHICAGO, Illinois



PRICES.
Co., Box

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